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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.	
10/573,234	12/06/2006	Richard Jeffrey Jordan	AC00047-006 (26668-117)	7655	
73824 Armstrong Tea	7590 09/13/201 sdale LLP (IGT - 2666	EXAM	EXAMINER		
Robert B. Rees	er, III	BEKERMAN	BEKERMAN, MICHAEL		
7700 Forsyth F Suite 1800	Boulevard	ART UNIT	PAPER NUMBER		
St. Louis, MO	63105		3622		
			NOTIFICATION DATE	DELIVERY MODE	
			09/13/2011	ELECTRONIC	

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

USpatents@armstrongteasdale.com

Advisory Action Before the Filing of an Appeal Brief

Application No.	Applicant(s)	
10/573,234	JORDAN ET AL.	
Examiner	Art Unit	
MICHAEL BEKERMAN	3622	

	MICHAEL BEKERMAN	3622	
The MAILING DATE of this communication appe	ars on the cover sheet with the c	orrespondence add	ress
THE REPLY FILED 10 August 2011 FAILS TO PLACE THIS A	PPLICATION IN CONDITION FOR	ALLOWANCE.	
 M The reply was filed after a final rejection, but prior to or or this application, applicant must timely file one of the follow places the application in condition for allowance; (2) a No a Request for Continued Examination (RCE) in complian- time periods: 	the same day as filing a Notice of ving replies: (1) an amendment, aff tice of Appeal (with appeal fee) in o	Appeal. To avoid aba idavit, or other eviden compliance with 37 C	ce, which FR 41.31; or (3)
The period for reply expiresmonths from the mailing			
b) A The period for reply expires on: (1) the mailing date of this A no event, however, will the statutory period for reply expire I Examiner Note: If box 1 is checked, check either box (a) or TWO MONTHS OF THE FINAL REJECTION. See MPEP 7	ater than SIX MONTHS from the mailing (b). ONLY CHECK BOX (b) WHEN THE 06.07(f).	g date of the final rejecti E FIRST REPLY WAS F	on. ILED WITHIN
Extensions of time may be obtained under 37 CFR 1.198(a). The data have been filed is the date for purposes of determining the period of ex under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the set forth in (b) above, if checked. Any reply received by the Office late may reduce any earned patent term adjustment. See 37 CFR 1.704(b) NOTICE OF APPEAL	tension and the corresponding amount shortened statutory period for reply origi than three months after the mailing da	of the fee. The appropri inally set in the final Offi	ate extension fee ce action; or (2) as
 The Notice of Appeal was filed on A brief in comp filing the Notice of Appeal (37 CFR 41.37(a)), or any exte a Notice of Appeal has been filed, any reply must be filed 	nsion thereof (37 CFR 41.37(e)), to	avoid dismissal of th	ns of the date of e appeal. Since
AMENDMENTS			
	insideration and/or search (see NO w); ter form for appeal by materially recorresponding number of finally rej 21. See attached Notice of Non-Co included in a separate, with the sentered, or b) wided below or appended.	TE below); ducing or simplifying ected claims. impliant Amendment timely filed amendme II be entered and an e	the issues for (PTOL-324). Introducing the explanation of
was not earlier presented. See 37 CFR 1.116(e). 9. The affidavit or other evidence filed after the date of filing entered because the affidavit or other evidence failed to compare the compared because the affidavit or other evidence.	a Notice of Appeal, but prior to the overcome <u>all</u> rejections under appe	date of filing a brief, al and/or appellant fai	will <u>not</u> be ils to provide a
showing a good and sufficient reasons why it is necessar 10. The affidavit or other evidence is entered. An explanation			
REQUEST FOR RECONSIDERATION/OTHER		•	
 The request for reconsideration has been considered bu <u>See Continuation Sheet.</u> 		n condition for allowar	nce because:
12. Note the attached Information Disclosure Statement(s).	(PTO/SB/08) Paper No(s)		
13. Other:			
	/Michael Bekerman/		

Primary Examiner, Art Unit 3622

Continuation of 11, does NOT place the application in condition for allowance because:

The amendments to the claims will not be entered as a new limitation has been presented in claim 28 that has not been previously addressed in the current prior art final rejection. Futher, determining via a processor and tracking via a processor changes the scope of these claims, and therefore further consideration would be required.

Applicant argues that there is a difference between a "comp" and a "bonus". However, on page 2 of the specification of the instant application at linest 2-17, it is states that "A bonus can include...complementary amenities". This is equivalent to the comp of Boushy, and therefore no further discussion is required as this point is moot.